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fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JULY 2, 1965</u>			
Thursday July 1 10:00 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS Preview for the press of college fashions. By invitation. (For Release, Wed., July 7.)	B. ALTMAN & COMPANY	3RD FLOOR FUR SALON
Thursday July 1 11:30 A.M.	PRESS PREVIEW: FALL MILLINERY BY HALSTON By invitation. (For Release, Tues., July 6.) Showing for buyers, July 7 at 11:30. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
July 2	OHRBACH'S RELEASE--Imported knitwear. (No Press Show)		
<u>WEEK BEGINNING MONDAY, JULY 5, 1965</u>			
July 5	INDEPENDENCE DAY (Legal Holiday to celebrate Sunday, July 4)		
July 6	BERGDORF GOODMAN RELEASE--Fall millinery. (Preview, July 1--See Above)		
Tuesday July 6 11:30 A.M.	PREVIEW OF AUTUMN AND WINTER MILLINERY For press and buyers, by invitation. Contact: Miss Elizabeth, MU.8-4410. Publicity: Eleanor Lambert, MU. 8-2130.	ADOLFO (22 EAST 56TH STREET)	SHERRY NETHERLAND CRYSTAL PAVILLION
Beginning Tuesday July 6	SHOWING:"SPECTRUM 18" YOUNG FASHIONS Design House presents "Spectrum 18", designed by Jay Morley--"The Layered Look" combining felt, bonded jersey, and burlap in dresses, separates, coats, and capes. Contact: WI. 7-6122.	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR
July 7	ALTMAN RELEASE--College fashions. (Preview, July 1--See Above)		
Wednesday July 7 9:30 A.M. Coffee	PREVIEW OF FALL MILLINERY Fall millinery collection of Irene and Rivera will be presented to press and buyers. By invitation. Contact: PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
July 7	BERGDORF GOODMAN (HALSTON) MILLINERY SHOWING FOR BUYERS AT 11:30 A.M.		
Wednesday July 7- July 16	OPEN HOUSE FOR THE PRESS Capezio will present their Fall collection; also a special exhibit of theatrical costumes and shoes. For visiting and local press. Publicity: Jo Hopkins, JU. 6-2150.	CAPEZIO	9 WEST 61ST STREET AUDITORIUM - 3RD FLOOR

AMERICAN DESIGNER SHOWINGS - FALL, 1965 - FOR VISITING PRESS

Special showings have been scheduled for visiting press from Wednesday, July 7, through Saturday, July 10. (Unless otherwise noted, all showings will be held in the Grand Ballroom, Delmonico's, 59th Street and Park Avenue.) (The release date on morning shows is the following morning, and on afternoon shows, the following afternoon.) By invitation. Publicity: Eleanor Lambert, MJ. 8-2130.

Wed., July 7: 8:00 A.M. Breakfast
9:00 A.M. AMERICAN DESIGNERS FASHION FORECAST--Eleanor Lambert
9:30 A.M. ADELE SIMPSON
10:15 A.M. MOLLIE PARNIS
11:00 A.M. JACQUES TIFFEAU for TIFFEAU & BUSCH
12:15 P.M. Writing Period
1:00 P.M. WARNER SLIMWEAR - LINGERIE - Luncheon and showing.
2:30 P.M. GEOFFREY BEENE
3:15 P.M. DONALD BROOKS
4:00 P.M. OSCAR DE LA RENTA for JANE DERBY, INC.
4:45 P.M. Writing Period
(6:00 P.M. - Cocktail Buffet to meet Participating Designers...Guests of
(8:00 P.M. Mr. and Mrs. S. Joseph Tankoos, Jr., of Delmonico's
8:30 P.M. SHIP 'N SHORE--Theatre "The Odd Couple," Plymouth, 236 W.45.

Thurs., July 8: 8:00 A.M. HERBERT and BETH LEVINE SHOES--Breakfast.
9:00 A.M. ANNE FOGARTY
9:45 A.M. B.H. WRAGGE
10:30 A.M. FRECHTEL
11:15 A.M. GUSTAVE TASSELL
12:00 Noon Writing Period
12:45 P.M. SHIP 'N SHORE LUNCHEON and FASHION SHOW
2:30 P.M. BETTY CAROL for MAM'SELLE
3:15 P.M. MALCOLM STARR, designed by Elinor Simmons.
4:00 P.M. TRIGERE
4:45 P.M. OLEG CASSINI COUTURE
5:30 P.M. LILLY DACHE--furs for Wells-Treister; hats, cosmetics.
7:30 P.M. JERRY SILVERMAN FASHIONS designed by Shannon Rodgers.
Penthouse Picnic, Mayflower Hotel, 15 Central Park West.

Fri., July 9: 8:00 A.M. RITTER FURS--Breakfast and Fashion Show.
9:30 A.M. BILL BLASS for MAURICE RENTNER
10:15 A.M. LUIS ESTEVEZ
11:00 A.M. PAT SANDLER
12:00 Noon Writing Period
1:30 P.M. Luncheon and "Talented Newcomers": Gloria Sachs, Norah May, Charles Kleibacker, Walter Holmes, Kenneth Lane.
2:45 P.M. CHRISTIAN DIOR-NEW YORK
3:30 P.M. ANNE KLEIN for MALLORY
4:15 P.M. KIMBERLY KNITS (Cocktails)
5:00 P.M. Writing Period
6:00 P.M. JEAN LOUIS, JOHN MOORE, SARMI
(7:00 P.M. - COTY--Cocktail Buffet and fashion presentation by winners
(9:00 P.M. of the Coty award. Also introduction of designers' crafts for handicapped.

(continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHEREAMERICAN DESIGNER SERIES--(continued from page 2)

Sat., July 10: 8:00 A.M. Breakfast--Reid Meredith informal presentation of R & M wigs and hairpiece fashions for Fall.
 8:30 A.M. ADOLFO
 9:15 A.M. CATHERINE SCOTT
 10:00 A.M. AUGUST DE LORENZO
 10:45 A.M. STAVROPOULOS
 11:30 A.M. Writing Period
 12:45 P.M. Children's Fashions: HELEN LEE, ALYSSA, LITTLE CRAFT(Lunch).
 2:30 P.M. JOHN WEITZ
 3:15 P.M. RUDI GERNEICH--for Exquisite Form; for Regal Knitwear.
 4:00 P.M. Writing Period
 6:00 P.M. SATURDAY NIGHT AT THE FAIR--Guests of Tetley Tea ("Good Taste" fashion show) and Better Living Center. Also, Lord and Taylor fashion show. Dinner.

Thursday July 8 PRESS PREVIEW: HOSIERY B. ALTMAN & COMPANY 9TH FLOOR
 AND DESIGNER SHOES CONFERENCE ROOM
 11:00 A.M. Fall collection of designer shoes; and introducing Fall hosiery, designed by Bill Blass. By invitation. (For Release, Mon., July 12.) Publicity: Kay Robinson, OR. 9-7800.

Friday July 9 PREVIEW: LONDON YARDLEY ENGLISH GRILL
 AWARD PRESENTATION ROCKEFELLER PLAZA
 9:00 A.M.- Yardley's fashion breakfast and London award presentation. By invitation.
 10:30 A.M. Publicity: Lillian Firestone, WA. 4-4728.

Friday July 9 PARTY FOR OUT- KENNETH 414 EAST 55TH STREET
 OF-TOWN PRESS (19 EAST 54TH STREET)
 10:00 P.M. Kenneth invites the press to a "Happening"--(simultaneous action with a spontaneous reaction)--and Fall preview. By invitation. Publicity: Virginia Haynes, PL. 2-1800.

Friday July 9- SPORTSWEAR FASHIONS MAJESTIC SPECIALTIES HOTEL PLAZA
 BY JEANNE ESSIG SUITE 523-7
 July 14 Majestic editors' "Key Club"--informal showings of Fall and early Winter sportswear. Contact: Betty Nolan, PL. 1-7100.

Saturday July 10- OPEN-HOUSE SHOWING: B.F. GOODRICH SHERRY NETHERLAND
 FALL-WINTER "BOOTINOS" SUITE 811
 July 11 Water-proof collection of "Bootinos" by B.F. Goodrich at open-house from
 9:00 A.M.- 9:00 A.M. to midnight on July 10 and 11. Publicity: Marion Rahl, Carl
 Midnight Byoir Assoc., YU. 6-6100.

Saturday July 10 CUSTOM MILLINERY, COUTURE; MR. JOHN 24 WEST 57TH STREET
 FOR VISITING PRESS SALON
 5:00 P.M. Champagne Vernissage of Mr. John's fine-art-inspired "Dashing Degas Col-
 lection." Custom millinery, haute couture dresses, suits, coats, couture
 Champagne furs, custom jewels and accessories for Autumn and Winter, 1965. By in-
 vitation. Publicity: Mary Ellen Dockery and Ann Sanzo, PL. 7-1966.

Saturday July 10 COCKTAIL PARTY AND DAYAN OF THE BARGE--DUNE ROAD
 FASHION SHOW TAPEMEASURE EAST QUOGUE, L.I.
 6:30 P.M. "Beat Movement"--party and discotheque fashion show. By invitation.
 Publicity: Leslie Cunningham, TE. 8-0554.

NEW YORK COUTURE GROUP'S FORTY-FIFTH NATIONAL PRESS WEEK (July 11-18, 1965)

Fall collections of leading designers (members, auxiliary members, and a variety group of designers) for visiting press. Press Director: Kittie Campbell, LA. 4-0461.

<u>Sun., July 11:</u>	12:00 Noon	MILLINERY INST. OF AMERICA (Aux.) Brunch	AMERICANA-ROYAL BOX
	3:00 P.M.	NATIONAL SHOE INSTITUTE (Aux.) Cocktails	. PIERRE-COTILLION
	5:00 P.M.	BURKE-AMFY.	. 16 W. 57TH ST.
	7:00 P.M.	INT'L SILK ASS'N USA (Aux.) Dinner	. PIERRE-BALLROOM
<u>Mon., July 12:</u>	7:45 A.M.	CONTINENTAL BREAKFAST.	. PIERRE-BALLROOM
	8:45 A.M.	"TREND TIME"--Kittie Campbell	. PIERRE-BALLROOM
	9:15 A.M.	HANNAH TROY	. PIERRE-BALLROOM
	10:00 A.M.	BEN REIG.	. PIERRE-BALLROOM
	10:45 A.M.	ARTHUR JABLOW (David Kidd)	. PIERRE-BALLROOM
	11:30 A.M.	Writing Period	
	12:15 P.M.	BURLINGTON INDUSTRIES (Aux.) Luncheon.	. FOUR SEASONS REST.
	2:15 P.M.	LARRY ALDRICH (Marie McCarthy)	. PIERRE-BALLROOM
	3:00 P.M.	BRANELL	. PIERRE-BALLROOM
	3:45 P.M.	NAT KAPLAN.	. PIERRE-BALLROOM
	4:30 P.M.	Writing Period	
	5:15 P.M.	FUR INFORMATION & FASHION COUNCIL	. PIERRE-COTILLION
	(6:45 P.M.)	DOW CHEMICAL (Aux.) Dinner	. PIERRE-COTILLION
	(8:30 P.M.)	" " " Theatre - "Kismet"	. LINCOLN CENTER
<u>Tues., July 13:</u>	7:30 A.M.	"ACCESSORAMA" (Aux.) Breakfast	. PIERRE-COTILLION
	9:00 A.M.	PATTULLO-JO COPELAND.	. PIERRE-BALLROOM
	9:45 A.M.	ORIGINALA	. PIERRE-BALLROOM
	10:30 A.M.	SAMUEL WINSTON.	. PIERRE-BALLROOM
	11:15 A.M.	JUNIOR SOPHISTICATES.	. PIERRE-BALLROOM
	12:00 Noon	Writing Period and "ACCESSORAMA"	. PIERRE-COTILLION
	12:30 P.M.	DU BARRY (Aux.) Luncheon	. PIERRE-ROOF
	2:15 P.M.	HARVEY BERIN.	. PIERRE-BALLROOM
	3:00 P.M.	MONTE-SANO & PRUZAN	. PIERRE-BALLROOM
	3:45 P.M.	PAUL PARNES	. PIERRE-BALLROOM
	4:30 P.M.	Writing Period and "ACCESSORAMA"	. PIERRE-COTILLION
	5:30 P.M.	EVANS FURS (Aux.)	. PIERRE-BALLROOM
	7:00 P.M.	N.W. AYER & SON (Aux.) Cocktails and show.	. WALDORF-EMPIRE
	8:00 P.M.	" " " " " Dinner.	. WALDORF-SERT
<u>Wed., July 14:</u>	7:45 A.M.	VANITY FAIR MILLS (Aux.) Breakfast in bed	
	9:00 A.M.	GOTHE (Gina)	. PIERRE-BALLROOM
	9:45 A.M.	JACK SARNOFF (Molly)	. PIERRE-BALLROOM
	10:30 A.M.	COUNTESS ALEXANDER.	. PIERRE-BALLROOM
	11:15 A.M.	"DAY OF BEAUTY" and Writing Period.	. PIERRE-COTILLION
	12:15 P.M.	AMER. INST. MEN'S & BOYS' WEAR (Aux.)	. PLAZA-BALLROOM
	2:15 P.M.	MAURICE RENTNER (Bill Blass)	. PIERRE-BALLROOM
	3:00 P.M.	JOSEPH LOVE (Aux.) "High Tea"	. PIERRE-BALLROOM
	4:00 P.M.	"DAY OF BEAUTY" and Writing Period.	. PIERRE-COTILLION
	7:00 P.M.	SEARS, ROEBUCK & CO. (Aux.) Dinner	. PLAZA-PERSIAN
<u>Thurs., July 15:</u>	10:30 P.M.	MANNING (Aux.) "Lucky Nightcap" Party.	. 5 EAST 75TH STREET
	8:30 A.M.	TOWNLEY (Charles Howard)	. PIERRE-BALLROOM
	9:15 A.M.	DAVIDOW	. PIERRE-BALLROOM
	10:00 A.M.	ANTHONY BLOTTA.	. PIERRE-BALLROOM

(continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
NEW YORK COUTURE GROUP'S FORTY-FIFTH NATIONAL PRESS WEEK (continued from page 5)			
Thurs., July 15:	10:45 A.M. SAM FRIEDLANDER (Bob Bugnand)		PIERRE-BALLROOM
	11:30 A.M. Writing Period		
	12:30 P.M. SHEFFIELD WATCHES(Aux.) Luncheon.		PIERRE-BALLROOM
	2:00 P.M. VARIETY GROUP		PIERRE-BALLROOM
	(Crompton-Richmond; Hammerbrand Lammoire; Nat'l Ass'n of Hosiery Mfrs.; Persian Lamb Institute; Tiger Fabrics)		
	4:00 P.M. PRISCILLA BRIDAL FASHIONS		PIERRE-BALLROOM
	4:45 P.M. EMBA MINK BREEDERS ASS'N(Aux.)		PIERRE-BALLROOM
	6:15 P.M. Writing Period		
	6:45 P.M. CLAIROL(Aux.) Dinner.		N.Y. WORLD'S FAIR
Fri., July 16-	WEEKEND AT LUCAYAN BEACH HOTEL, FREEPORT, GRAND BAHAMA ISLAND		
Sun., July 18	American Machine & Foundry Co., Bahama Ministry of Tourism, Eastern Airlines, Inc., J.P. Stevens & Co., The Wool Bureau; and sportswear makers, including California Girl, County Calicos, Gregg Draddy, Mr. Gee, Gussie & Becky, Haymaker, Gayle Kirkpatrick of Atelier, Lady Manhattan, Mr. Mort, McGregor Doniger, Ray Onslow, Beverly Paige, Peer-at-Home Fashions, Pendleton, Greta Platttry for Alfred George, Samuel Robert, Stella Sloat, Sportempos, Villager, Florence Walsh, White Stag, Jack Winter. Bowling fashions by Bernhard Altmann and Butterick Patterns. Hostess: Joan Crawford.		
Sunday	FALL MILLINERY SHOW	MILLINERY INSTITUTE	HOTEL AMERICANA
July 11	FOR VISITING PRESS	OR AMERICA	ROYAL BOX
12:00 Noon	The Millinery Institute of America (Auxiliary Member, N.Y.C.G.--See Pg.4)		
Brunch	will invite the out-of-town editors to a showing of Fall hats by leading designers. By invitation. Contact: MU. 6-2970.		
Sunday	SHOE FASHION SHOW	NAT'L SHOE INSTITUTE	HOTEL PIERRE
July 11	FOR VISITING PRESS	(50 ROCKEFELLER PLAZA)	COTILLION ROOM
3:00 P.M.	National Shoe Institute (Auxiliary Member, N.Y.C.G.--See Pg.4) will present shoe fashions for Fall; also Ninth Golden Slipper Awards. By invitation. Publicity: Alice Regensburg at Lynn Farnol, JU. 6-5777.		
Sunday	PRESS SHOWING: FALL	INTERNATIONAL SILK	HOTEL PIERRE
July 11	SILK FASHIONS	ASS'N, U.S.A.	BALLROOM
7:00 P.M.	"The Silken World of Michael Angelo"--International Silk Ass'n, U.S.A. (Auxiliary Member, N.Y.C.G.--See Pg.4) will invite the out-of-town and		
Cocktails-	local editors to a dinner and showing of silk fashions. Dinner at 8:00;		
Dinner	show at 9:00. By invitation. Publicity: Judith Jackson, MU. 3-7197.		
July 12	ALTMAN RELEASE--Fall shoes and hosiery. (Preview, July 8--See Pg.3)		
Monday	PRESS PREVIEW OF	SALLY VICTOR, INC.	18 EAST 53RD STREET
July 12	FALL MILLINERY		SAION - 9TH FLOOR
10:30 A.M.	Preview of Sally Victor's Fall millinery collection. By invitation. (For Release, Tues., July 13.) Contact: PL. 3-7450.		
Monday	FASHION SHOW FOR	BURLINGTON	FOUR SEASONS REST.
July 12	VISITING PRESS	INDUSTRIES	99 EAST 52ND STREET
12:15 P.M.	Burlington (Auxiliary Member, N.Y.C.G.--See Pg.4) will present Fall		
Luncheon	fashions to the out-of-town press. By invitation. Burlington contact: Florence Kyler, 554-5444. Publicity: Rosemary Sheehan, MU. 5-1280.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 12 3:00 P.M.- 7:00 P.M.	OPEN HOUSE FOR VISITING PRESS Virginia Pope, President of Clothing Research & Dev't Foundation, will greet the visiting press at open house. By invitation. Contact: RE. 7-1345.	CLOTHING RESEARCH & DEV'T FOUNDATION	48 EAST 66TH STREET COOKMAN STUDIO
Monday July 12 3:30 P.M.- 7:30 P.M.	PRESS PREVIEW: FALL- WINTER JEWELRY Showing of Trifari's Fall-Winter jewelry collection. By invitation. Publicity: Dorothy Lansing Hess, 165 East 66th Street, RE. 7-3347.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Monday July 12 4:30 P.M. Cocktails	PREVIEW OF FALL HAT COLLECTION Emme will present her Fall collection of hats to press and buyers. By in- vitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7874.	EMME (19 WEST 57TH STREET)	SHERRY NETHERLAND CRYSTAL PAVILLION
Monday July 12 5:00 P.M. Cocktails	FUR FASHION SHOW FOR VISITING PRESS "The Fashionable Sound of Furs"--Fashion show of luxury, sport furs, and fur trims by Fur Information & Fashion Council (Auxiliary Member, N.Y.C.G. See Pg.4). For local and visiting press, by invitation. Publicity: Nona Lou Greene at Ruder & Finn, PL. 9-1800.	FUR INFORMATION & FASHION COUNCIL	HOTEL PIERRE COTILLION ROOM
Monday July 12 6:45 P.M. Dinner	DINNER AND THEATRE FOR VISITING PRESS Dow (Auxiliary Member, N.Y.C.G.--See Pg.4) will invite the press to dinner and fashion show in the Cotillion Room; followed by theatre party to see "Kismet." By invitation. Publicity: Hilda Sherey, PL. 7-8300.	DOW CHEMICAL COMPANY	HOTEL PIERRE & N.Y. STATE THEATRE
Beginning Monday July 12	FALL MILLINERY SHOWINGS Continuous showings of John Frederics' Fall millinery. (Showings on July 10 and July 13 have been cancelled.) Contact: Miss Blanche, PL.5-2939.	JOHN FREDERICS	23 WEST 56TH STREET SALON
Monday July 12- July 16	OPEN HOUSE: FALL- WINTER GLOVE FASHIONS "The Focus Is Where You Put It"--Hansen's gloves in knits, "The Interna- tional Look"; also new textures in fabric gloves. Showings from 9:00 A.M. to 5:00 P.M. Publicity: Helen Sisson, CH. 4-0290.	HANSEN GLOVE CORP.	500 FIFTH AVENUE SUITE 310
Monday July 12- July 16	OPEN HOUSE: FALL JEWELRY FASHIONS Continuous showings of new Napier Fall and Winter jewelry fashions for local and out-of-town press. Contact: YU. 6-6633.	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday July 13 7:45 A.M.- 5:30 P.M.	THIRD EDITION OF ACCESSORY PRESS DAY "Accessorama '65"--(Auxiliary Member, N.Y.C.G.--See Pg.4) will preview the "In" most accessory fashions for Fall-Winter from leading designers and manufacturers. Open house all day with special events from 11:00 A.M.- 12:00 Noon, and 4:00 P.M.-5:30 P.M. For visiting and local press, by invitation. Contact: Ann R. Silver, 247-6896.	VARIOUS MANUFACTURERS	HOTEL PIERRE COTILLION ROOM
Tuesday July 13 8:30 A.M.- 6:30 P.M.	PRESENTATION OF FALL JEWELRY Fall collection of jewelry in the "Golden Manner" to local and visiting press at open house. By invitation. Publicity: Charlotte Leff, CH.4-4300.	MONET JEWELRY	HOTEL DELMONICO L'ORANGERIE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 13 10:00 A.M.- 5:30 P.M. Luncheon	PEARL FASHIONS AT OPEN HOUSE "Imperial's Birthday Sweepstakes"--cultured pearl necklaces, gold, pearl, and gem stone jewelry; and gold-filled collection. By invitation. Publicity: Ethel Aaron at Daniel J. Edelman, HA. 1-5422.	IMPERIAL PEARL SYNDICATE	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday July 13 10:00 A.M.- 6:00 P.M.	OPEN HOUSE FOR THE PRESS Informal modeling of Andrew Geller's Fall shoe fashions. Special guests: Bill Valentine, designer; and Stanley Philipson, couture designer. By invitation. Publicity: Maureen Spindt, PL. 7-4713.	ANDREW GELLER	16 WEST 57TH STREET SALON
Tuesday July 13 12:00 Noon Champagne	CUSTOM MILLINERY, COUTURE; MR. JOHN FOR PRESS AND BUYERS Champagne Vernissage of Mr. John's fine-art-inspired "Dashing Degas Collec- tion." Custom millinery, haute couture, dresses, suits, coats, couture furs, custom jewels and accessories for Autumn and Winter, 1965. By invi- tation. Publicity: Mary Ellen Dockery and Ann Sanzo, PL. 7-1966.		24 WEST 57TH STREET SALON
Tuesday July 13 12:30 P.M. Luncheon	SHOWING OF BEAUTY PRODUCTS AT LUNCHEON Du Barry (<u>Auxiliary Member, N.Y.C.G.--See Pg.4</u>) will invite the visiting press to a luncheon showing of beauty products, featuring Glissando cos- metics. By invitation. Contact: 832-7712.	DU BARRY (680 FIFTH AVENUE)	HOTEL PIERRE ROOF GARDEN
Tuesday July 13 4:00 P.M.- 7:00 P.M.	COCKTAIL PARTY FOR THE PRESS Cocktail party for visiting and local press to honor Mala Rubinstein; and to present beauty news for Fall. Publicity: Ann Walsh, EL. 5-2100.	HELENA RUBINSTEIN	625 PARK AVENUE PENTHOUSE
Tuesday July 13 7:00 P.M. Cocktails- Dinner	DIAMOND DINNER FOR VISITING PRESS N.W. Ayer (<u>Auxiliary Member, N.Y.C.G.--See Pg.4</u>) will show diamonds from Cartier, Van Cleef & Arpels, and Harry Winston, with fashions designed especially for diamonds, by Barbara Quirk. Guest: William Walker, bari- tone of the Metropolitan Opera. <u>Show at 7:15, Empire Room; Dinner at</u> <u>8:00, Sert Room. By invitation. Publicity: Mildred Kosick, PL. 7-5700.</u>	N.W. AYER & SON, INC. (1271 SIXTH AVENUE)	WALDORF-ASTORIA SERT & EMPIRE ROOMS
Tuesday July 13 7:00 P.M. Dinner	PREVIEW OF FALL MILLINERY Showing of Fall hats, Retailers--\$10.00. Manufacturers--\$50.00. Suppliers--\$100.00. Contact: MU. 6-2970.	MILLINERY PROMOTIONS INC. (10 EAST 40TH ST.)	HOTEL ASTOR BALLROOM
Wednesday July 14 9:30 A.M. Coffee	PRESS PREVIEW: MID- SUMMER HOME FURNISHINGS Preview of midsummer home furnishings and room settings. By invitation. (<u>For Release, Fri., July 16.</u>) Publicity: Mary Boyle, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday July 14 11:15 A.M.- 6:00 P.M.	"A DAY OF BEAUTY" FOR VISITING PRESS "This Is The Look That Is"--Cover Girl, Helene Curtis, Eylure, Joseph Fleischer, Montclair Imports, Natone, Relaxacizor, Rose Rete, Caryl Richards, Toni, Tourneur (<u>Auxiliary Members, N.Y.C.G.--See Pg.4</u>) will pre- sent beauty news for Fall and Winter. Open house for visiting and local press. By invitation. Contact: Helen Nash or Joan Parker, CI. 7-5990.	LEADING BEAUTY COMPANIES	HOTEL PIERRE COTILLION ROOM

PL-3377-7-

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday July 14 12:00 Noon Champagne	CAPSULE SHOWING OF ALL COLLECTIONS Champagne Vernissage of Mr. John's fine-art-inspired "Dashing Degas Collec- tion." Mr. John Custom, Boutique, Junior, Classic, Sophisticate, Bridals, Demi-chapeaux, Deb-teen and Juniorette millinery, shown with Mr. John ready-to-wear, furs and accessories for the total Mr. John look; and "Mr. John, Man-of-Distinction" menswear. Publicity: Mary Ellen Dockery & Ann Sanzo, PL. 7-1966.	MR. JOHN	24 WEST 57TH STREET SAJON
Wednesday July 14 12:15 P.M. Luncheon	PRESS SHOWING: MEN'S AND BOYS' WEAR American Institute of Men's and Boys' Wear (Auxiliary Member, N.Y.C.G.-- See Pg.4) will present "Man of Fashion, Fall '65," coordinated with women's fashions in Du Pont fibers. Commentator: Lilly Dache. By invitation. Publicity: Rion Bercovici, LT. 1-8210.	AMERICAN INSTITUTE OF MEN'S AND BOYS' WEAR	HOTEL PLAZA GRAND BALLROOM
Wednesday July 14 2:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Galanos will preview his Fall collection in New York. By invitation only. Contact: 2254 South Sepulveda Blvd., L.A.; Phone 213-473-0945(L.A.).	GALANOS (BEVERLY HILLS, CAL.)	SHERATON-EAST HOTEL BALLROOM
Wednesday July 14 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL FASHIONS Showing of Peck & Peck Fall fashions, photographed in London. By invita- tion. Publicity: Carol Stroll, OR. 3-4700.	PECK & PECK (260 PARK AVE.SO.)	HOTEL PLAZA PLAZA NINE ROOM
Wednesday July 14 7:00 P.M. Dinner	COCKTAILS-DINNER AND ENTERTAINMENT Sears, Roebuck (Auxiliary Member, N.Y.C.G.--See Pg.4) will invite the out-of-town press to cocktails, dinner, fashion presentation, and enter- tainment. By invitation. Publicity: John E. Terrell, CH. 4-7600.	SEARS, ROEBUCK & CO.	HOTEL PLAZA PERSIAN ROOM
July 14	MACY RELEASE--Emmanuelle Khahn Fashions. (No Press Show)		
July 14	BLOOMINGDALE RELEASE--New Room Settings. (No Press Show)		
Thursday July 15 4:45 P.M. Cocktails	EMBA MINK FALL- WINTER FUR FASHIONS Emba Mink (Auxiliary Member, N.Y.C.G.--See Pg.5) will present Fall-Winter fur fashions from leading manufacturers. For the visiting press, by invi- tation. Contact: Miss Maureen, The Albert Woodley Co., MU. 2-6881.	EMBA MINK BREEDERS ASSN.	HOTEL PIERRE BALLROOM
Thursday July 15 6:45 P.M.	PRESS CONFERENCE: BEAUTY NEWS FOR FALL Clairol (Auxiliary Member, N.Y.C.G.--See Pg.5) will present "News for Fall" at a Press Conference--new 1965 presentation at "Color Carousel," followed by tour of World's Fair and dinner. By invitation. Publicity: Terry Grimes Russell, 957-2911.	CLAIROL	N.Y. WORLD'S FAIR CLAIROL PAVILLION
Thursday July 15 9:00 P.M.	PREVIEW OF FALL COLLECTION By admission card only.(Black tie) Showings for buyers, July 16 and 20 at 10:30 A.M. By invitation. Contact: CH. 4-5452.	NORMAN NORELL	550 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
July 16	MACY RELEASE DATE--Midsummer furniture. (Preview, July 14--See Pg. 7)		
July 16	NORMAN NORELL'S FALL COLLECTION FOR BUYERS AT 10:30 A.M. By invitation.		
July 20	NORMAN NORELL'S FALL COLLECTION FOR BUYERS AT 10:30 A.M. By invitation.		
Wednesday July 21 10:30 A.M. Coffee	PREVIEW: MIDSUMMER FURNITURE COLLECTION Press preview of new model room settings. By invitation. (<u>For Release, Fri., July 23.</u>)	GIMBELS	9TH FLOOR COLONIAL GALLERY
July 23	MACY RELEASE DATE--College fashions. (No Press Show)		
July 23	GIMBELS RELEASE--Midsummer furniture. (Preview July 21--See Above)		
Friday July 23 10:00 A.M. Coffee	PREVIEW: MIDSUMMER HOME FURNISHINGS Press preview of model rooms at midsummer home furnishings show. By invitation. (<u>For Release, Mon., July 26.</u>)	ABRAHAM & STRAUS	6TH FLOOR FEATURE EVENTS DEPT.
Friday July 23- July 30	EXHIBITION IN PARIS: LACES & VEILINGS The French Lace Institute invites fashion editors, buyers, and stylists to showings from July 23 through July 30, 11:00 A.M. to 6:00 P.M. <u>Open house Sun., July 25 from 11:00 A.M. to 8:00 P.M.(cocktails).</u> Contact: Ken R. Williams & Assoc., 488 Seventh Ave., WI. 7-4471.	FRENCH LACE INSTITUTE	7, RUE LOUIS LE GRAND PARIS, FRANCE
July 26	OHRBACH RELEASE DATE--College fashions. (No Press Show)		
July 26	ABRAHAM & STRAUS RELEASE--Home furnishings. (Preview July 23--See Above)		
July 28	SAKS FIFTH AVENUE RELEASE--College fashions. (No Press Show)		
Wednesday July 28 10:30 A.M. Breakfast	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS Showing of Gimbels' college and career fashions to the press. By invitation. (<u>For Release, Fri., July 30.</u>)	GIMBELS	3RD FLOOR SPECIALTY CORNER
Thursday July 29 10:00 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Preview for the press of college fashions. By invitation. (<u>For Release, Fri., July 30.</u>)	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT
July 30	GIMBELS RELEASE-College and career fashions.(Preview, July 28--See Above)		
Monday August 2 9:30 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS Bloomingdale's will preview their college collection. For the press by invitation. (<u>For Release, Tues., August 3.</u>)	BLOOMINGDALE'S	3RD FLOOR JUNIOR SHOP
Monday August 16 12:30 P.M. Luncheon	PRESS PREVIEW: MILLINERY BY ADOLFO Adolfo's new millinery collection for Saks Fifth Avenue. By invitation. (<u>For Release, Tues., Aug. 17.</u>)	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday August 17 9:30 A.M. Coffee	PRESS PREVIEW OF FUR FASHIONS Preview for the press of Fall-Winter fur fashions. (For Release, Wed., Aug. 18.)	BLOOMINGDALE'S Publicity: Jacquie Ieve, PL. 2-1212, Ext. 7202.	3RD FLOOR FUR SALON

FAIR COUTURE OPENINGS IN LONDON, ROME, FLORENCE, MADRID, BARCELONA, PARIS

Beginning Wednesday July 14- July 22	INCORPORATED SOCIETY OF LONDON DESIGNERS July 14: 11:15 A.M. & 3:00 P.M. Hardy Amies. July 19: Associate Members' Display. July 20: 10:00 A.M. Angele Delanghe. 11:30 A.M. Norman Hartnell. 2:30 P.M. Charles Creed. July 21: 10:00 A.M. John Cavanagh. 11:30 A.M. Michael. 2:30 P.M. Mattli. July 22: 10:00 A.M. Ronald Paterson. 11:30 A.M. Iachasse. 2:30 P.M. Clive. Contact: Lady Joubert, 315 Regent Street, London W. 1, England	LONDON, ENGLAND
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Beginning Thursday July 15	ALTA COSTURA--SPANISH COLLECTIONS July 15: Elio Berhanyerj, Pedro Rodriguez, Vargas Ochagavia, Lino, Carmen Mir (Barcelona), Santa Eulalia (Barcelona). July 16: Asuncion Bastida, Herrera y Ollero, Pedro Rovira (Barcelona), El Dique Flotante (Barcelona). July 26: Pertegaz (Barcelona).	BARCELONA & MADRID
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Beginning Thursday July 15- July 23	CENTRO ROMANO ALTA MODA ITALIANA July 15: 6:00 P.M. Mostra Accessori. July 16: 6:00 P.M. Conferenza Stampa. July 17: (Boutique Fashions) 9:00 A.M. Biancheria, Milo, Samar, Lida di Trepuzzi, Maljana, Albertina, Gaber. 5:00 P.M. Avagolf, Glans, Micia, Baldini. July 18: (Boutique Fashions) 9:00 A.M. Naka, Valditevere, Krizia, Celia, Ken Scott. 5:00 P.M. Avolio, Mirsa, Bertoli, Trico. (High Fashion) 9:30 P.M. Valentino. July 19: (High Fashion) 9:30 A.M. Enzo 11:30 A.M. Carosa. 3:30 P.M. Balestra. 5:30 P.M. Antonelli. 9:30 P.M. Galitzine. July 20: (High Fashion) 9:30 A.M. Forquet. 11:30 A.M. Biki. 5:00 P.M. Veneziani. 6:45 P.M. (Men's Fashions) Brioni, Datti, Franzoni, Litrico. 9:30 P.M. (High Fashion) Lancetti. July 21: 9:30 A.M. Gregoriana. 11:30 A.M. De Barentzen. 4:00 P.M. Sarli. 6:00 P.M. Tita Rossi. 9:30 P.M. Schuberth. July 22: (High Fashion) 9:30 A.M. Centinaro. 11:30 A.M. Garnett. 4:00 P.M. Baratta. 6:00 P.M. Gattinoni. July 23: (High Fashion) 9:30 A.M. Fontana. 11:30 A.M. Faraoni. Contact: Centro Romano Alta Moda Italiana, Via Torino 107, Rome, Italy.	ROME, ITALY
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Beginning Sunday July 18- July 19	CENTRO DI FIRENZE PER LA MODA ITALIANA July 18: (Sportswear & Boutique) 9:00 A.M. to 12:30 P.M. Ines Marina, Maria Carmen, De Parisini, Gibo, Ricci, Livio de Simone, Lo Scarabocchio, Laura Aponte, Lucrezia, Mila Schon, Valditevere, Marucelli, Emilio Pucci, Wanda Roveda. (High Fashion) 5:30 P.M. to 7:30 P.M. Marucelli, Mila Schon. (High Fashion) 9:30 P.M. to 11:30 P.M. Fabiani, Guidi. July 19: (High Fashion) 9:00 A.M. to 11:00 A.M. Emilio Pucci. Contact: Nicola Pinto, 1 Via Tornabuoni, Florence 1, Italy.	FLORENCE, ITALY
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Beginning Monday July 26	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE July 26: Esterel, Scherrer. July 27: Balmain, Madeleine de Rauch, Feraud, Heim, Godard. July 28: Patou, Launay, Ricci. July 29: Laroche, Lanvin, Griffe, Carven, Venet, Dior, Chanel. July 31: Maggy Rouff, Simonetta, Capucci, Cardin. Aug. 2: Gres, St. Laurent, Givenchy. Aug. 3: Molyneux. Aug. 4: Balenciaga. Date Not Set: Courreges. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris, France.	PARIS, FRANCE
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